



RUGER®

BRAND STYLE AND USAGE GUIDE

The RUGER Brand

The Ruger symbol and Ruger logotype have been representative of the Ruger brand for over 60 years. They have come to identify Sturm, Ruger & Co., Inc. as a global producer of rugged, reliable firearms. The Ruger logo and its elements have been modified and refined over the years to their present form as found in this Ruger Brand Style and Usage Guide.

The Ruger Brand Style and Usage Guide is designed to help Ruger employees, licensees, distributors and the media at large to consistently represent the Ruger brand. These guidelines and their implementation are critical to the clear, consistent representation of the culture, products and services of Ruger.

The full advantages and success of this Brand Style and Usage Guide depend on the cooperation and understanding of all involved in the use of the Ruger brand identity.

Ruger Overview

Sturm, Ruger & Co., Inc. is one of the nation's leading manufacturers of rugged, reliable firearms for the commercial sporting market. As a full-line manufacturer of American-made firearms, Ruger offers consumers over 400 variations of more than 30 product lines. Our award-winning products prove that Ruger has a rugged, reliable firearm to meet every shooter's needs. For more than 60 years, Ruger has been a model of corporate and community responsibility. Our motto, "Arms Makers for Responsible Citizens," echoes the importance of these principles as we work hard to deliver quality and innovative firearms.

Ruger Taglines

- Arms Makers For Responsible Citizens®
(Corporate Tagline)
- Rugged, Reliable Firearms®
(Firearms Tagline)
- I'm a Ruger American.™
(Marketing Tagline)
- This is Ruger. This is America.™
(Marketing Tagline)
- It's Mine and It's American®
(Marketing Tagline)
- Train. Compete. Defend.™
(Firearms Tagline)

Ruger Colors

PMS Colors:



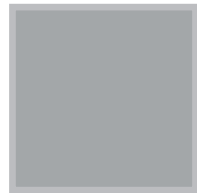
PMS 200



Black



White



PMS Cool Gray 6

CMYK Colors:



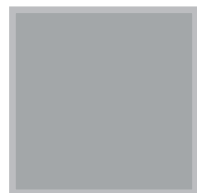
C=3, M=100, Y=70, K=12



C=0, M=0, Y=0, K=100



C=0, M=0, Y=0, K=0



C=16, M=11, Y=11, K=27

When choosing from stock colors supplied by vendors (regardless of medium), select the color that is closest to PMS 200.

Ruger Fonts

TRADITIONAL Communications:

TRAJAN BOLD: (for use as headlines and subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue, 97 Black Condensed: (for use as headlines, subheads and logotext for **traditional** product communications)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue, 47 Light Condensed: (for use as body copy and subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HARD-R Communications:

SUPER DUTY (ALL CAPS): (for use as headlines, subheads and logotext)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue, 47 Light Condensed: (for use as body copy and subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LEGACY Communications:

Adobe Garamond Regular: (for use as headlines and subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni Poster: (for use as logos and logotext)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logos

BRAND STYLE AND USAGE GUIDE

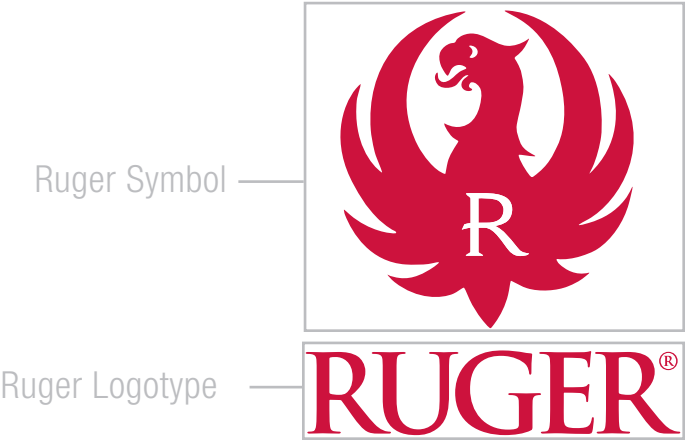
Ruger Primary Logo: Traditional (Trajan Bold)

The Ruger primary traditional logo appears in both a linear and stacked format. Both consist of the Ruger symbol and Ruger logotype combined in the examples shown below. A registration mark always appears at the upper right of the Ruger logotype. The position and size relationship of these two elements is critical and must be maintained.

Primary Traditional Logo, Linear:



Primary Traditional Logo, Stacked:



Ruger Primary Logo: Traditional (Trajan Bold)

Shown below are the preferred and secondary usages of the two formats of Ruger traditional logos on white.

Preferred Usage:



Traditional Linear, PMS 200



Traditional Stacked, PMS 200

Other Usage:



Traditional Linear, PMS 200 and Black



Traditional Stacked, PMS 200 and Black



Traditional Linear, Black



Traditional Stacked, Black

Ruger Primary Logo: Traditional (Trajan Bold)

Shown below are the preferred and secondary usages of the two formats of Ruger traditional logos on black.

Preferred Usage:



Traditional Linear, PMS 200 and White Reverse



Traditional Stacked, PMS 200 and White Reverse

Other Usage:



Traditional Linear, White Reverse



Traditional Stacked, White Reverse



Traditional Linear, PMS 200



Traditional Stacked, PMS 200

Shown below are the preferred and secondary usages of the two formats of Ruger traditional logos on red.

Preferred Usage:



Traditional Linear, White Reverse



Traditional Stacked, White Reverse

Other Usage:



Traditional Linear, Black



Traditional Stacked, Black



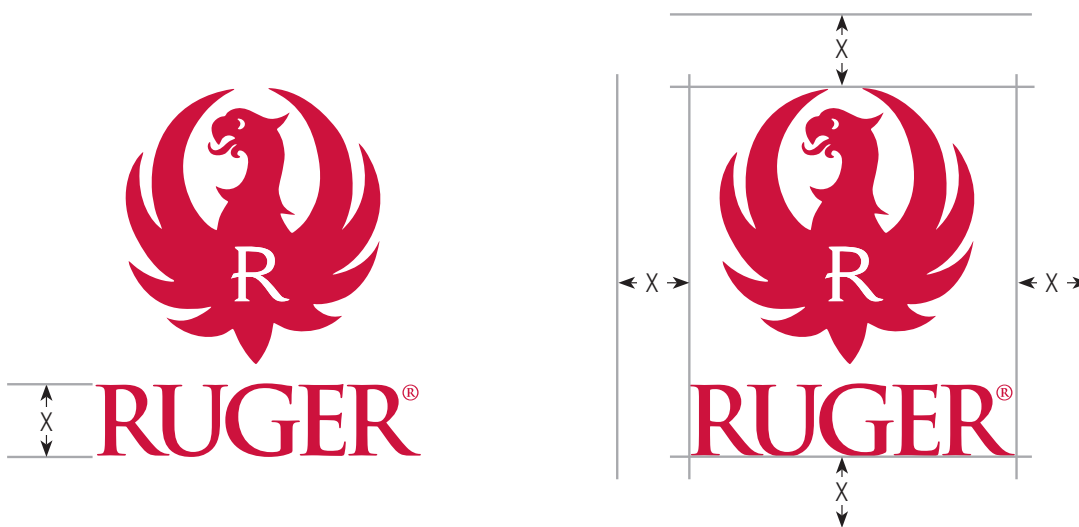
Traditional Linear, Black with White R



Traditional Stacked, Black with White R

Proper Visual Space for the **Ruger** Primary Logo: Traditional (Trajan Bold)

It is critical that the Ruger logos be surrounded by sufficient space from nearby graphic elements. The purpose of this is to reduce distraction from the Ruger logo and to maintain its integrity. For the linear logo, the proper visual space is defined as one-half the cap-height of the Ruger logotype, as identified by "X." For the stacked logo, the proper visual space is defined as the cap-height of the Ruger logotype. Follow the guidelines below for proper Ruger logo visual space.



Incorrect Usage of the **Ruger** Primary Logo: Traditional (Trajan Bold)

Ruger logos should only be reproduced with the proper color options (PMS 200, Black or White) and proper proportional relationship between the Ruger symbol and Ruger logotype. Below are some examples of improper usage.

Improper proportional relationship between symbol and logotype:



Improper skewing:



Use of any stroke:



Curved logotype:



Replacement of Ruger "R":

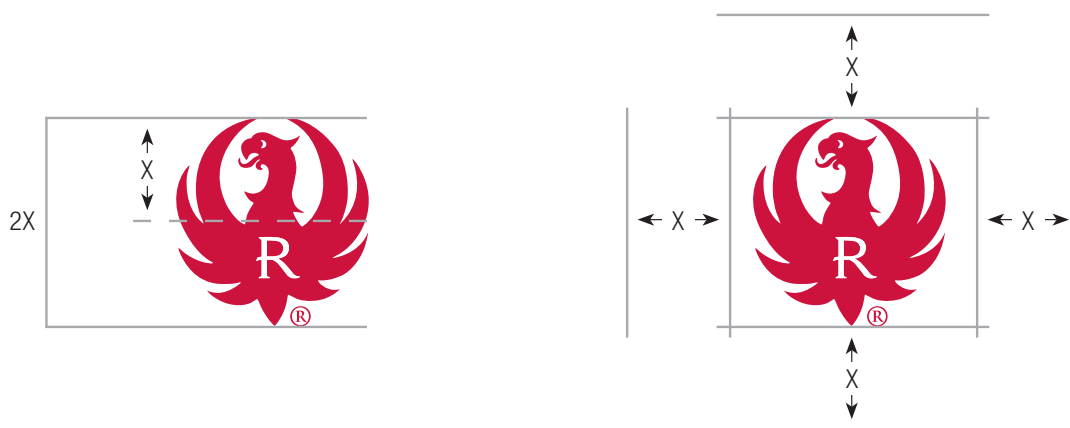


Improper color combination:



Ruger Primary Symbol: Traditional (Trajan Bold)

The Ruger primary traditional symbol may be used on its own as a stand-alone mark. The proper visual space is defined as one-half of the Ruger symbol height, as identified by “X.”



Preferred Usage:

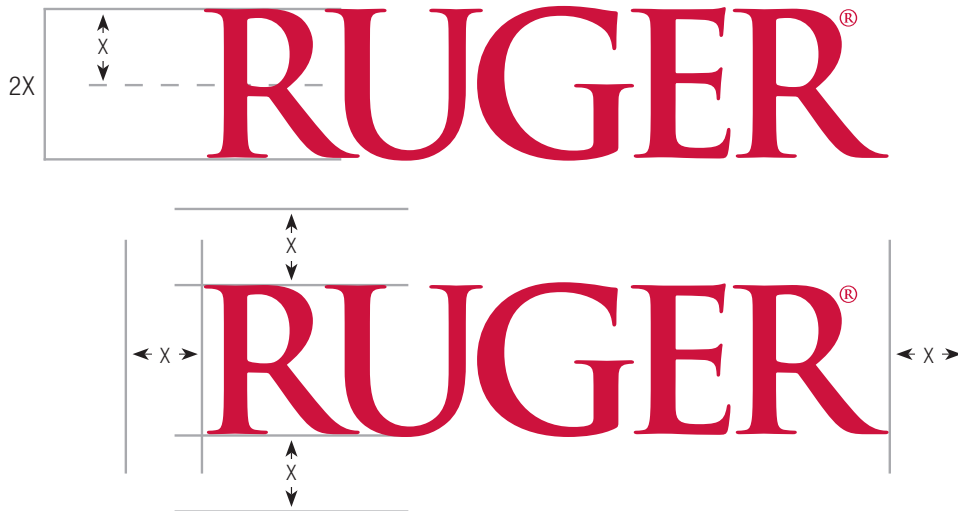


Other Usage:



Ruger Primary Logotype: Traditional (Trajan Bold)

The Ruger primary traditional logotype may be used on its own as a stand-alone mark. The Ruger primary traditional logotype shares the same proper visual space and incorrect usage properties of the Ruger primary traditional logo.



Preferred Usage:

RUGER®

Primary Traditional Logotype, PMS 200

Other Usage:

RUGER®

Primary Traditional Logotype, PMS 200

RUGER®

Primary Traditional Logotype, White Reverse

RUGER®

Primary Traditional Logotype, Black

RUGER®

Primary Traditional Logotype, Black

RUGER®

Primary Traditional Logotype, White Reverse

Ruger Primary Logo with Tagline: Traditional (Trajan Bold)

The Ruger primary traditional logo with tagline consists of the Ruger primary traditional linear logo, augmented with a tagline. The proper visual space is defined as one-half the total height of the mark, as identified by “X.”



Preferred Usage:



Other Usage:



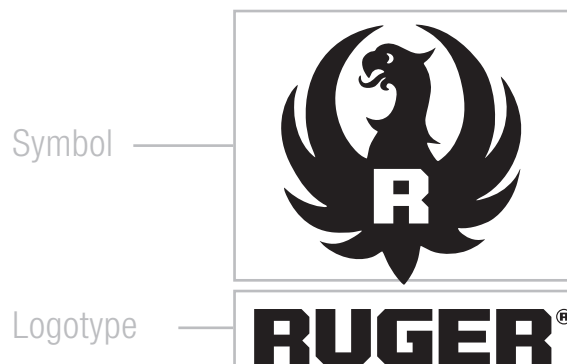
Ruger Sub-Primary Logo: HARD-R (Super Duty)

In 2007, Ruger introduced the SR9® pistol, the first of many in the “HARD-R” line of firearms. With this, the Ruger HARD-R sub-primary logo was born. A new take on the classic Ruger mark provided the graphic representation needed to brand this cutting-edge line of firearms. The Ruger sub-primary HARD-R logo appears in both a linear and stacked format. Both consist of the Ruger HARD-R symbol and Ruger HARD-R logotype combined, as shown in the examples below. A registration mark always appears at the upper right of the Ruger HARD-R logotype as shown. The position and size relationship of these two elements is critical and must be maintained.

Sub-Primary HARD-R Logo, Linear:



Sub-Primary HARD-R Logo, Stacked:



Ruger Sub-Primary Logo: HARD-R (Super Duty)

Shown below are the preferred and secondary usages of the two formats of Ruger sub-primary HARD-R logos.

Preferred Usage:



HARD-R Linear, Black



HARD-R Stacked, Black

Other Usage:



HARD-R Linear, PMS 200



HARD-R Stacked, PMS 200



HARD-R Linear, White Reverse



HARD-R Stacked, White Reverse



HARD-R Linear, PMS 200 and White Reverse



HARD-R Stacked, PMS 200 and White Reverse



HARD-R Linear, PMS 200



HARD-R Stacked, PMS 200



HARD-R Linear, Black on PMS 200



HARD-R Stacked, Black on PMS 200



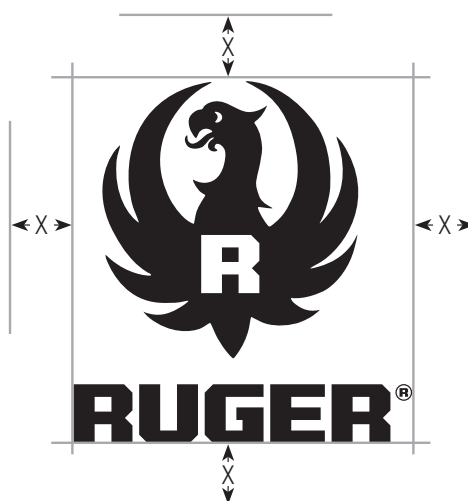
HARD-R Linear, White Reverse



HARD-R Stacked, White Reverse

Proper Visual Space for the **Ruger** Sub-Primary Logo: **HARD-R (Super Duty)**

It is critical that the Ruger HARD-R logos be surrounded by sufficient space from nearby graphic elements. For the linear logo, the proper visual space is defined as one-half the cap-height of the Ruger logotype, as identified by "X." For the stacked logo, the proper visual space is defined as the cap-height of the Ruger logotype.



Incorrect Usage of the **Ruger** Sub-Primary Logo: **HARD-R (Super Duty)**

Ruger HARD-R logos should only be reproduced with the proper color options (Black, White or PMS 200) and proper proportional relationship between the Ruger symbol and Ruger logotype. Below are some examples of improper usage.

Improper proportional relationship between symbol and logotype:



Improper skewing:



Use of any stroke:



Curved Logotype:



Improper color combination:

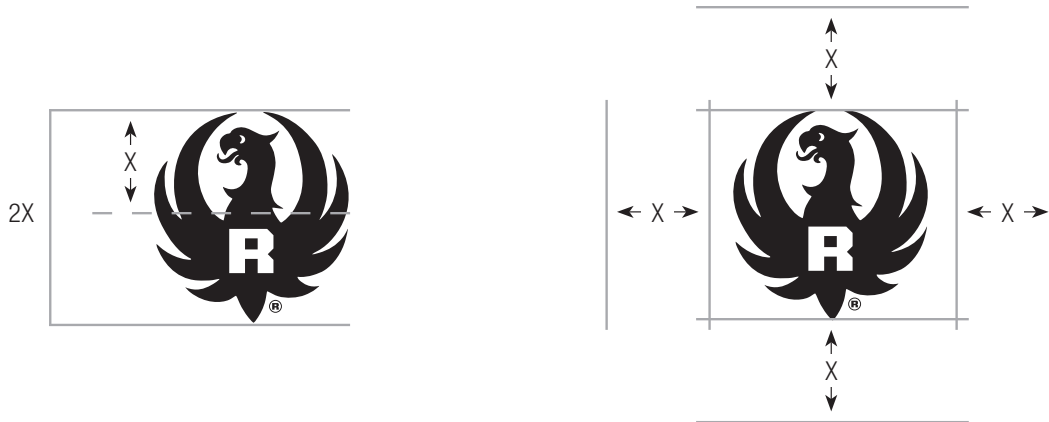


Improper color combination:



Ruger Sub-Primary Symbol: HARD-R (Super Duty)

The Ruger sub-primary HARD-R symbol may be used on its own as a stand-alone mark. A registration mark always appears at the bottom right of the Ruger sub-primary HARD-R symbol as shown. The Ruger sub-primary HARD-R symbol shares the same visual space and incorrect usage properties of the Ruger primary traditional symbol.



Preferred Usage:



Other Usage:



Ruger Sub-Primary Logotype: HARD-R (Super Duty)

The Ruger sub-primary HARD-R logotype may be used on its own as a stand-alone mark. The Ruger sub-primary HARD-R logotype shares the same proper visual space and incorrect usage properties of the Ruger sub-primary HARD-R linear logo.



Preferred Usage:

RUGER®

HARD-R Logotype, Black

Other Usage:

RUGER®

HARD-R Logotype, PMS 200

RUGER®

HARD-R Logotype, White Reverse

RUGER®

HARD-R Logotype, PMS 200 Reverse

RUGER®

HARD-R Logotype, Black

RUGER®

HARD-R Logotype, PMS 200 Reverse

Ruger Sub-Primary Logo with Tagline: HARD-R (Super Duty)

The Ruger sub-primary traditional logo with tagline consists of the Ruger sub-primary HARD-R linear logo, augmented with a tagline. The proper visual space is defined as one-half the total height of the mark, as identified by "X."



Preferred Usage:



Other Usage:



Ruger Sub-Primary Logotype: Law Enforcement (Super Duty)

The Ruger sub-primary Law Enforcement (LE) logotype may be used on its own as a stand-alone mark. The Ruger sub-primary LE logotype shares the same proper visual space and incorrect usage properties of the Ruger sub-primary HARD-R linear logo. The Ruger sub-primary LE logotype must appear with: LAW ENFORCEMENT • MILITARY under the HARD-R linear logotype at all times to reiterate this sector of brand.



Preferred Usage:



Sub-Primary HARD-R Law Enforcement•Military
Logotype with Red PMS 200 Tag

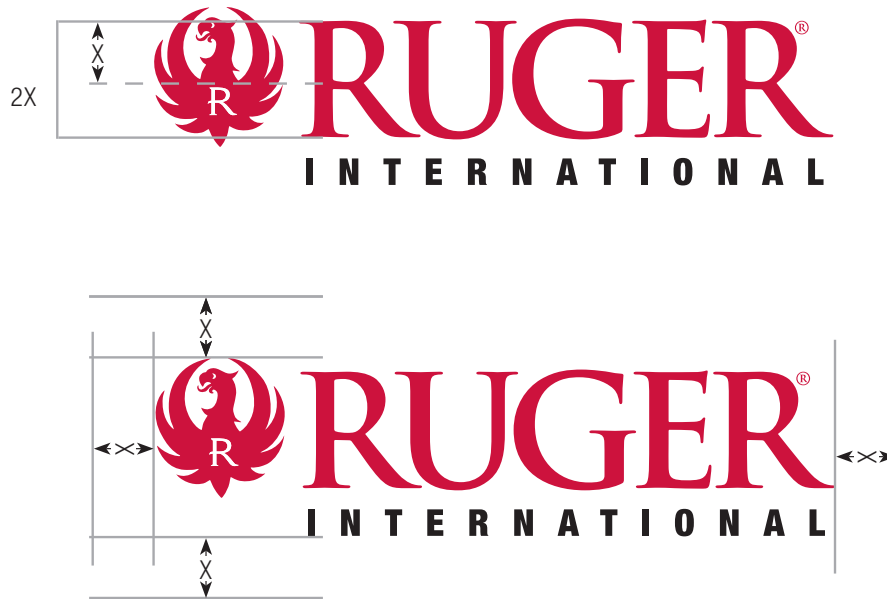
Other Usage:



Sub-Primary HARD-R Law Enforcement•Military
Logotype with Reverse Tag

Ruger Sub-Primary Logotype: International (Trajan)

The Ruger sub-primary International logotype may be used on its own as a stand-alone mark. The Ruger sub-primary International logotype shares the same proper visual space and incorrect usage properties of the Ruger sub-primary traditional linear logo. The Ruger sub-primary International logotype must appear with: INTERNATIONAL under the traditional linear logotype at all times to reiterate this sector of brand.



Preferred Usage:



Sub-Primary Traditional International Logotype
with Black Tag

Other Usage:



Sub-Primary Traditional International Logotype
with Reverse Tag

Ruger Legacy Logos (Bodoni Poster):

Ruger legacy logos are available in PMS 485, Black and PMS 485 with white-reverse (only shown in PMS 485 formats here). These marks are NOT to be used without permission from Ruger.

1949 - 2007:



Linear Logo, PMS 485



Stacked Logo, PMS 485



Stacked Logo, PMS 485

2008 - 2011:



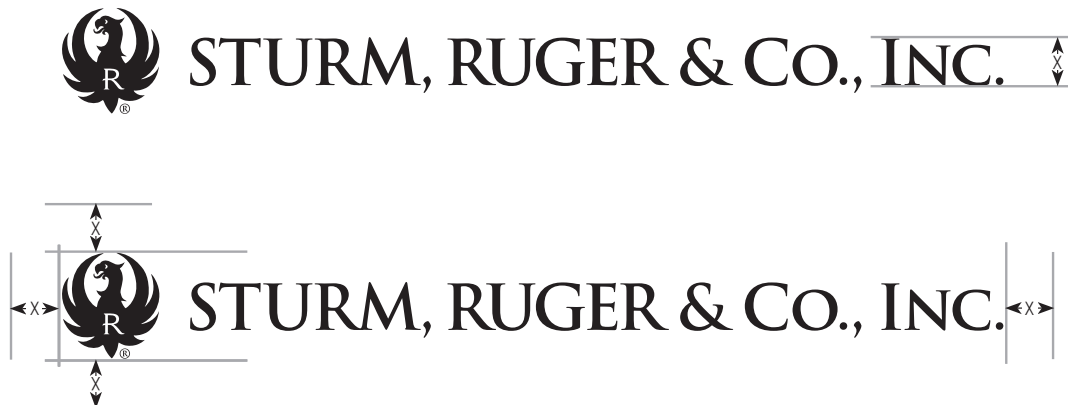
Linear Logo, PMS 485



Stacked Logo, PMS 485

Ruger Corporate Signature (Trajan Bold)

The Ruger corporate text signature appears in a linear format in the examples shown below. Like all other Ruger marks, it is critical that the Ruger corporate text signature be surrounded by sufficient space from nearby graphic elements. The proper visual space is defined as the cap-height of the Ruger logotype, as identified by "X." Follow the guidelines below for proper Ruger logo visual space.



Preferred Usage:



Corporate Signature, PMS 200 and Black

Other Usage:



Corporate Signature, Black



Corporate Signature, PMS 200

Ruger Divisional Logo: Location Marks (Trajan Bold)

The Ruger location marks may be displayed in linear format as shown below. The proper visual space is defined as the cap-height of the Ruger logotype, as identified by "X." Follow the guidelines below for proper Ruger logo visual space. There are five locations that have marks: Southport, CT; Newport, NH; Prescott, AZ; Mayodan, NC and Earth City, MO.



Preferred Usage:



Linear Southport Location Mark, PMS 200 and Black

Other Usage:



Linear Southport Location Mark, Black



Linear Southport Location Mark, PMS 200

Ruger Corporate Signature with Tagline: Location Marks (Trajan Bold)

The Ruger location marks may be displayed in linear format as shown below. The proper visual space is defined as the cap-height of the Ruger logotype, as identified by “X.” Follow the guidelines below for proper Ruger logo visual space.



Preferred Usage:



Corporate Signature with Tagline, PMS 200 and Black

Other Usage:



Corporate Signature with Tagline, Black



Corporate Signature with Tagline, PMS 200

Ruger Divisional Logo: ShopRuger.com

The ShopRuger.com divisional logo may be displayed in four-color (CMYK), four-color spot or one-color grayscale on both light and dark fields. The ShopRuger.com divisional logo must also be displayed with the use of a bottom anchor:

Preferred Usage:



ShopRuger.com Divisional, PMS 200, PMS 451, Warm Gray 5, Black

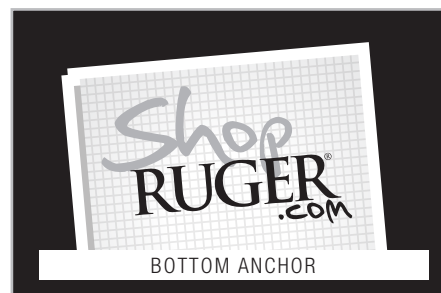


ShopRuger.com Divisional, Black

Other Usage:



ShopRuger.com Divisional, PMS 200, PMS 451, Warm Gray 5, Black Reverse



ShopRuger.com Divisional, Black Reverse

ShopRuger.com Taglines

Everything and Anything Ruger.®

Sportswear & Accessories for America.™

Other **Ruger** Logos:

Other Ruger logos are available in both light or dark formats (only shown in light formats here).

Ruger Hunting®:



Ruger Inside & Out®:



Ruger Day:



Ruger Precision Metals:



Pine Tree Castings:



Ruger® Collector's Series:



Two Million Gun Challenge:



2.5 Million Gun Challenge:



Product Branding

BRAND STYLE AND USAGE GUIDE

Ruger® Product Hierarchy:

Ruger® products are broken down into three different brand strategies. Traditional brand, HARD-R brand and custom brand. The traditional brand products are as follows.

Ruger® Traditional Brand Products (Helvetica Neue, 97 Black Condensed Typeface and Traditional Logos):

- 77-Series Rifles
- Guide Gun
- Hawkeye®
- No. 1
- 10/22®
- 10/22 Takedown®
- Mini-14® Ranch Rifle
- Mini-14® Tactical Rifle
- Mini Thirty® Rifle
- Mark IV™
- 22 Charger™
- 22 Charger™ Takedown
- Ruger SP101®
- GP100®
- Redhawk®
- Super Redhawk®
- Super Redhawk Alaskan®
- New Bearcat®
- Single-Nine®
- Single-Seven™
- Single-Six®
- Single-Ten®
- New Model Blackhawk®
- New Model Super Blackhawk®
- Ruger American Rifle®
- Ruger American Rimfire®
- Ruger Vaquero®
- Silent-SR® .22 LR
- Silent-SR® ISB

Ruger® Traditional Brand Product Examples:

RUGER®
GUIDE GUN

RUGER®
REDHAWK®

RUGER®
MARK IV™

Ruger® Product Hierarchy:

Ruger® products are broken down into three different brand strategies. Traditional brand, HARD-R brand and custom brand. The HARD-R-brand products are as follows.

Ruger® HARD-R Brand Products (Super Duty Typeface and "HARD-R" Logos):

- AR-556®
- BX-15®
- BX-25®
- BX-Trigger™
- EC9s®
- Elite 452™ AR-Trigger
- GP100® Match Champion™
- Scout Rifle
- SR-762™
- SR-556® Takedown
- LCP®
- LCP® II
- LC380®
- LC380cA™
- LCR®
- LCRx®
- PC Carbine™
- Security-9®
- SR-Series™
- SR1911®
- SR22®
- Ruger American Pistol®
- Ruger Precision Rifle®
- Ruger Precision® Rimfire

Ruger® HARD-R Brand Product Examples:

RUGER®
SR-762™

RUGER®
SR-556®

RUGER®
LCP® II

Ruger® Product Hierarchy:

Ruger® products are broken down into three different brand strategies. Traditional brand, HARD-R brand and custom brand. The custom brand products are as follows.

Ruger® Custom Brand Product Logos (Custom Typeface Treatment and/or Logos):



Ruger® Products and their Taglines

10/22® Rifles:

America's Favorite Rimfire.

10/22 Takedown®:

A new Take on the Legendary Ruger® 10/22®.

22/45™ Lite:

The Perfect Lightweight, No Compromise Rimfire Pistol.

E: ESSENTIAL

Everything You Need and Nothing You Don't.®

Guide Gun:

Ready for Whatever Conditions or Game Come Your Way.

Scout Rifle:

The One Rifle to Have if You Could Only Have One.

Hawkeye®:

When Reliability, Versatility, Performance and Style are a Must.

LC380®:

The Perfect Pairing of the Award-Winning LC9® Pistol and the Popular .380 Auto Cartridge.

EC9s®:

Consider it Your Everyday Affordable.

LCP®:

When and Where You Need it.

LCR®:

The Evolution of the Revolver.

Mark IV™:

Simple, One Button Takedown.

New Model Blackhawk®:

Classic Lines, Classic Feel, Modern Features.

New Model Super Blackhawk®:

Powerful, Single-Action Performance.

No. 1:

When You Only Have One Shot, Make it Count.

Ruger American Pistol®:

Anything Else Would Be Un-American™.

Ruger American Rifle®:

An American Legend is Born.

Ruger Precision Rifle®:

Purpose-Built to Distance Itself from the Typical Long-Range Rifle.

Ruger Vaquero®:

Original Old West Single-Action Look, Size and Feel.

SR1911®:

Enthusiasts Enjoy. Competition Beware.

SR22®:

The Do-It-All .22 Pistol for the Shooter Who Appreciates Style and Demands Reliability.

SR9c®:

Never Has the Word Compact Meant So Much.

SR-762™:

Piston-Driven Performance in .308 Win.

Ruger Registered Trademarks (Use “®”):

9E	EAGLE “R” (Traditional and Hard R)	LC9	Ruger 10/22 Takedown (phrase and Logo)	Ruger Inside & Out (phrase and logo)	SR Design
10/22	EAGLE “SR”	LC9s		Ruger Precision	SR1911
10/22 Takedown	EC9s	LCP	Ruger 22/45 Lite		SR22
AC-556		LCR	Ruger 77/17	Ruger Precision Rifle	SR-22
AR-556	Everything You Need and Nothing You Don’t.	LCRx	Ruger 77/22	Ruger SP101	SR40
All-Weather	GP100	M77	Ruger 77/44	Ruger Vaquero	SR40c
Arms Makers For Responsible Citizens	Hawkeye	Mini-14	Ruger American Rifle (phrase and logo)	Rugged, Reliable Firearms	SR9
Bearcat	It’s Mine. And It’s American.	Mini Thirty		Security-9	SR9c
Blackhawk		Old Army	Ruger American Pistol	Silent-SR	SR-556
BX-15	It’s Mine And It’s American	Power Bedding	Ruger American Rimfire	Single-Six	SR-556E
BX-25	LC380	Redhawk		Single-Nine	Super Redhawk Alaskan
		Ruger	Ruger Hunting (phrase and logo)	Single-Ten	

Ruger Trademarks (Use “™”):

10/22-FS	I’m a Ruger American.	Model 96	P94	Ruger Titanium	SR-762
22 Charger	LC380CA	P345	P95	Security-Six	Target Grey
22/45	LC6	P345D	P97	Service-Six	This is Ruger. This is America.
22/45 RP	LCR-357	P345PR	R.I.O.S. (Ruger Inertia Operating System)	Speed-Six	Train. Compete. Defend.
77/357	Mark II (pistols only)	P85		Single - Seven	
Bisley	Mark III	P90	Ruger 10/17	SR45	Tri-Flex
BX-Trigger	Mark IV	P91	Ruger 77/50	SR-556c	
Elite 452	Match Champion	P93	Ruger Marksman Adjustable	SR-556VT	
Gold Label					

Ruger Service Marks (Use “SM”):

Ruger Rapid Retail Rewards Program

Other Information

BRAND STYLE AND USAGE GUIDE

Ruger Calibers:

17 HMR	308 Win
17 Hornet	308 Win/7.62 NATO
17 WSM	327 Fed Mag
204 Ruger	338 Win Mag
22 Hornet	35 Whelen
22 LR	9mm Luger
22 WMR	10mm Auto
22-250 Rem	32 H&R
223 Rem	38 Spl +P
243 Win	357 Mag
5.56 NATO/223 Rem	375 Ruger
6.5x55	380 Auto
6mm Creedmoor	40 S&W
6.5 Creedmoor	41 Rem Mag
6.5 Grendel	416 Ruger
257 Rob	44 Special
260 Rem	44 Rem Mag
270 Win	45 Auto
7mm Rem Mag	45 Colt
7mm-08 Rem	450 Bushmaster
30 Carb	450 Marlin
30-06 Sprg	454 Casull
30-30 Win	480 Ruger
300 BLK	
300 RCM	
300 Win Mag	
7.62x39	

Ruger Other Brand Representations:

When mentioning another brand name, it is important to recognize any trademarks or registered trademarks associated with that brand.

BOGear™

Switcheroo®

Bushnell®

Comfort Stretch™

Canyon Outback™

Crimson Trace®

LaserGuard®

CRKT®

2-Stage™

Accurate™

All-Cylinders™

Cordite™

Crack-Shot™

Eat'N Tool®

Follow-Through™

Go-N-Heavy™

High-Brass™

Hollow-Point™

Incendor™

Muzzle-Brake™

Over-Bore™

Powder-Keg™

Summit™

Trajectory™

Windage™

Viva™

Cross®

Endura®

Fisher®

Expand-a-Band®

Galco®

Hogue®

Tamer™

Black Hogue® Tamer™

Monogrip®

Black Hogue® OverMolded®

KA-BAR®

Adventure®

Baconmaker®

Piggyback®

Kershaw®

LaserMax

CenterFire™

Levy Leathers Limited®

MAGPUL®

PMAG®

MOE®

Mitch Rosen®

Inside USD®

Montana Silversmiths®

Mossy Oak®

Nike®

Novak®

Plano®

Port Authority®

Redfield®

4-Plex™

Accu-Range™

Accu-Trac™

Revolution™

Selectip®

Tornado®

Under Armour®

HeatGear®

AllSeasonGear®

Viridian®

E-Series™

Vortex®

Crossfire II®

Weaver®

XS®

Zytel®

Ruger Recent Awards:

2005 Golden Bullseye Award:

American Rifleman:

Shotgun of the Year, Ruger® Gold Label™

Shooting Illustrated:

Ammunition Product of the Year, 204 Ruger by Hornady

2006 Golden Bullseye Award:

American Rifleman:

Handgun of the Year, Ruger® Mark III™ Hunter

Shooting Illustrated:

Rifle of the Year, Ruger® M77® Mark II™ Frontier

2007 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2008 Golden Bullseye Award:

American Rifleman:

Ammunition Product of the Year, 375 Ruger by Hornady

American Hunter:

Rifle of the Year, Ruger® M77® Hawkeye® Alaskan

American Hunter:

Ammunition Product of the Year, 375 Ruger by Hornady

2008 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2008 Shooting Industry Academy of Excellence:

Handgun of the Year, Ruger® LCP®

2009 Golden Bullseye Award:

American Rifleman:

Ammunition Product of the Year, 327 Fed Mag

American Hunter:

Ammunition Product of the Year,
300 and 338 RCM

2009 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2009 Shooting Industry Academy of Excellence:

Handgun of the Year, Ruger® LCR®

2010 Golden Bullseye Award:

American Rifleman:

Handgun of the Year, Ruger® LCR®

Shooting Illustrated:

Handgun of the Year, Ruger® LCR®

2010 Shooting Industry Academy of Excellence:

Handgun of the Year, Ruger® SR9c®

2010 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2010 Forbes “America’s 100 Best Companies”:

Sturm, Ruger & Co., Inc.

2011 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2011 Shooting Industry Academy of Excellence:

Handgun of the Year, Ruger® LC9®

Rifle of the Year, Ruger® Gunsite Scout Rifle

2012 Best of the Best:

Field and Stream Magazine:

Ruger American Rifle®

2012 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2012 Telly Award:

*Regional TV & Multi-Market Cable Commercial,
Sports/Sporting Goods/Games Category:*

Great Land (Ruger American Rifle®)

Non-Broadcast Productions, Corporate Image Category:

Trade Show Promotional Video (5 minute video loop)

Shooting Gallery Season 12 Most Significant Rifle:

Ruger® Gunsite Scout Rifle

2012 Forbes “America’s Best Small Companies”:

#4 - Sturm, Ruger & Co., Inc.

NRA Distinguished Corporate Leadership Award:

Mike Fifer - Ruger CEO

2013 Golden Bullseye Award:

American Rifleman:

Rifle of the Year, Ruger American Rifle®

2013 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2014 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2014 Golden Bullseye Award:

Shooting Illustrated:

Handgun of the Year, Ruger SR45™

2014 Guns & Ammo Award:

Rifle of the Year, Ruger American Rifle® with Redfield®
Revolution™ Riflescope

2015 Golden Bullseye Award:

American Rifleman:

Rifle of the Year, Ruger American Rimfire®

Ruger Recent Awards:

2015 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

Innovator of the Year

2016 Golden Bullseye Award:

American Rifleman:

Rifle of the Year, Ruger Precision Rifle®

American Hunter:

Handgun of the Year, New Model Super Blackhawk® in .454 Casull/.480 Ruger

2016 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

Innovator of the Year

2016 Guns & Ammo Award:

Handgun of the Year, Ruger American Pistol®

2016 The Truth About Guns Award:

Editor's Choice Gun of the Year, Mark IV™

2016 Gray's Sporting Journal Award:

Gray's Best Rifle, Hawkeye® FTW Hunter in 6.5 Creedmoor

2017 National Association of Sporting Goods Wholesalers:

Manufacturer of the Year

2018 Golden Bullseye Award:

American Rifleman:

Handgun of the Year, Mark IV™ Pistol

American Rifleman:

Women's Innovation Product of the Year,
Ruger American Pistol® Compact Pro

2018 Industry Choice Awards:

Pistol Caliber Carbine of the Year, PC Carbine™